



# KENTUCKY CRAFT MARKETING PROGRAM

## FY 2005 Product Development Grant

### Guidelines and Instructions

**Applications are accepted on a monthly basis.**

#### ***Program Purpose:***

The purpose of the Product Development Grant Program is to provide financial assistance to craft businesses and visual artists to develop new products or prototypes for the wholesale marketplace. The grant is part of a Product Development Initiative being administered by the Kentucky Craft Marketing Program (KCMP), a division of the Kentucky Arts Council (KAC), an agency of the Commerce Cabinet. The KCMP provides assistance to Kentucky residents, individuals, or groups wanting to develop as craft professionals through economic opportunities and training, to other outside entities (e.g., craft retailers, craft and art organizations, community and government agencies), and the general public.

#### ***Goals:***

1. To provide financial support to craft and arts businesses to encourage development of new or enhanced products
2. To encourage partnerships with retailers and the business community.
3. To encourage development of resources that enable craftspeople and artists to develop products and grow their businesses.
4. To increase sales for individual craft and visual art businesses

#### ***Performance Expectations:***

1. **Planning (50%)**– Evidence that planning has taken place regarding the proposed product and necessary costs.
2. **Retail partner (20%)**  
Identification of the retail partner and evidence that a relationship has been established for the proposed product. A signed partnership agreement is required.
3. **Product (30%)** The product idea is a sound production idea, a new or expanded opportunity for the applicant and can be reproduced by the applicant. Items must be within the juried category previously accepted through the KCMP or Visual Arts at the Market Programs.

#### ***Program Description:***

This grant program is intended to assist individuals in developing a new product in cooperation with a retail partner. It is not intended for design ideas but for the full implementation and production of a new product.

#### ***Examples of project expenses eligible for support include:***

- Material costs and time associated with prototype design and development for an identified market, but not to include production runs.
- Purchase of equipment associated with product.
- Professional assistance associated with the development of the product, including packaging and labeling costs, design of other marketing support materials or technical expertise.
- Original visual images to be utilized on products.

#### ***Who May Apply:***

- Juried participants of the Kentucky Craft Marketing Program
- Juried participants of the Kentucky Arts Council Visual Arts at the Market Program (VAAM)

***Grant Amounts:***

Grants are \$500, non-matching. Assistance is available for one (1) project per fiscal year per applicant.

***Restrictions:***

Artists may not receive more than one Product Development Grant per year.

The Product Development Grant may not be used for:

- Design ideas or concepts for design
- Products that are to be produced outside of the craft/artist's studio.
- Production runs

***How to Apply:***

- **Thoroughly read the Guidelines, Instructions and Application before applying.**
- **Complete and submit the Application and all requested materials by the first of any month.**

First of each month	Postmark application deadline
Six weeks after receipt of application	Notification of Awards
One year from receipt of grant	Final Reports due from applicants

***Program Timeline:***

- Applications will be accepted on a monthly basis throughout the year.
- Applications must be received by the first of the month for review during that month.
- Please allow at least six weeks for determination of your application.
- All applicants will be notified by mail of their application's status.
- Applications received after the first will be considered the following month.
- A year-end summary of the project will be requested by the CMP.

***Instructions:***

- Please answer each performance expectation on standard-size (8½ x 11) white paper for all pages. Submit single-sided copies only.
- Applications must be typewritten.
- Number all pages and place your name on the top right-hand corner of each page. Do Not staple applications or enclose them in folders or binders of any kind; use paper clips only.
- Applications will only be accepted by mail or fax at this time.

***How We Make Funding Decisions:***

A committee from the Kentucky Arts Council and Kentucky Craft Marketing Program will review all Product Development grant requests and make the final funding decision.

***Appeals:***

Kentucky Craft Marketing Program decisions are final. There are no appeals in this category. Participants may resubmit applications based on written feedback.

**For more information contact:** Nancy Atcher, Product Development Coordinator  
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